

# Capitola City Council

## Agenda Report



**Meeting:** September 11, 2025

**From:** Community Services and Recreation Department

**Subject:** Pickleball Community Engagement Survey

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**Recommended Action:** Receive report on the community engagement survey for pickleball preferences.

**Background:** During the FY 24/25 budget adoption process City Council directed staff to complete a community survey regarding pickleball. Staff conducted the community engagement survey in April 2025 with the goal of evaluating community interest in pickleball and gathering input on potential locations within the City. Outreach efforts included online distribution, promotion through City social media and newsletters. A total of 329 responses were received, of which 102 were from Capitola residents and 227 were from non-residents living in surrounding communities such as Santa Cruz, Aptos, and Soquel. The survey was designed to capture levels of interest with developing pickleball opportunities in Capitola.

**Discussion:** Overall, 307 of 329 respondents (93%) expressed interest in a pickleball facility in Capitola. In addition, 65% indicated they preferred outdoor courts and 54% indicated they supported dedicated pickleball courts (not shared with tennis).

Staff also filtered out non-resident responses from the data, and the results were generally consistent with the overall results. Among the 102 Capitola residents who responded to the survey, 86 (84%) indicated they are interested in pickleball opportunities. Preferences for facility type show that 53 residents favor outdoor courts, 13 prefer indoor courts, and 36 expressed no preference. When asked about shared court use, 50 responses supported dedicated pickleball courts. This is consistent with anecdotal information from the tennis community at Jade Street Park.

In terms of location, Jade Street Park received the most support from all respondents, with 137 comments, followed by Monterey Park. A number of survey responses also suggested Capitola Mall as well as sites outside the City. The most common barrier to participation is the lack of nearby facilities, reported by 49% of residents, followed by limited court availability and lack of indoor facilities.

When asked about beliefs about benefits of pickleball, residents shared the promotion of health and wellness, fostering community interaction, providing youth opportunities, and supporting senior recreation. Residents also shared concerns regarding noise from gameplay, parking challenges, traffic impacts, and the potential displacement of other recreational activities.

**Fiscal Impact:** There is no fiscal impact associated with this report. There is no funding allocated to the development of a pickleball facility in the FY 2025-26 Budget. Should Council desire to further consider pickleball opportunities in Capitola, staff recommends considering options during future budget/goal setting Council meetings.

### **Attachments:**

1. Pickleball Community Engagement Survey Overall Results

## 2. Pickleball Community Engagement Survey Results: Residents

Report Prepared By: Nikki Bryant, Community Services and Recreation Director

Reviewed By: Julia Gautho, City Clerk

Approved By: Jamie Goldstein, City Manager